NATIONAL SHIRT SHOPS

"Coast to Coast"

Since 1911 America's Leading Men's Furnishers

SPRING and SUMMER 1950

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
SK
SK
SK
SK
SK

NECKWEAR

(Shown on Opposite Page)

Did you know that a necktie is the key item which gives you that well-dressed look? Fashion experts have found that even when your shirt is the best and your jacket is tailored to perfection, if your necktie is shabby or out of style, you can't give that appearance of thoughtful grooming.

Aside from adding a dash of color and warmth to your looks, neckties help to set-off the rest of your clothes.

The smart patterns and color assortments shown on the opposite page are the final result of expert design and construction. Each tie is distinctively different. Each tie has a special wool interlining to help resist wrinkling. Generous tailoring assures maximum wear, good draping and easy knotting.

The value you get in these ties is nationally famous. Select from a wide assortment of medium and large designs, neat figures, plaids, polka dots, overall patterns and many others including handpaints. Fabrics include luxurious jacquards, crisp foulards and smooth satins.

PATENT OFFICE
JUN 5 1950
DESIGN DIVISION

Nos. 1 to 12 $1.00

Nos. 13 to 24 $1.50

NOTE: If ties are ordered by mail write style number in "Item No." column on order form. These style numbers are printed alongside each tie.

SWANK JEWELRY

(Shown on Opposite Page)

Your own personal initials on these new Duogram jewelry pieces bring a personalized and luxury look to your clothes. Each item also has important practical value. Swank jewelry is made with the craftsmanship and care given to the most expensive jewelry. Many hand operations assure a superb finish.

Key Chain N-26 $2.50
Elbo Links N-27 $2.50
Tie Klip N-28 $1.50
Tie Chain N-29 $1.50

(Add 20% Federal Tax)

YOU DON'T HAVE TO SPEND A LOT OF MONEY TO BE WELL-DRESSED!

Have you ever stopped to consider what makes a man look well-dressed, outstanding wherever he goes? Some men, no matter how much they spend for their clothes never seem to achieve the "snap" that reveals thoughtful and careful grooming. And some men always look faultlessly dressed even in the most casual clothes.

Good appearance in men's wear comes from the right blend of expertly selected fabrics plus tasteful, fashion-wise styling. The belief that it takes a lot of money to get these things in your clothes is not true.

Today you *can* dress in the latest styles and fabrics at a cost so low it fits into any budget. You may wonder how this is possible in these days of generally higher prices. The answer is in the very large purchasing power and vast distribution of National Shirt Shops. With so many stores to supply from coast to coast cash savings are made—and these cash savings are passed on directly to you.

But that is not all. Since National is devoted entirely and exclusively to just men's furnishings, experts in the various items are able to spend their full time studying the markets to bring you the newest styles and fabrics as soon as they appear. In addition, much National merchandise is specially designed.

Your new Spring & Summer Catalog gives you a preview of what the modern, well-dressed man will be wearing this season. Look it over carefully and see for yourself how much you can get in style, fabric, tailoring and wearing quality at prices you will be surprised to see.

After you have noted your selections visit National Shirt Shops where these handsome things come to life. And we suggest that you keep this handy catalog so that it will help you in the weeks to come as you prepare for work and recreation this spring and summer.

9 Pages of the Latest Styles in Men's Wear

LAY-AWAY-PLAN:
If you wish, use this friendly, easy plan. A small deposit holds any item for your later call.

MAIL & PHONE ORDERS:
See back cover for a convenient mail order form. All mail orders are promptly and accurately filled. You can also phone your order, to be picked up later, or to have shipped C.O.D.

THIS CATALOG:
Inspect the merchandise in this catalog with confidence. Great care has been given to faithfully describe and reproduce each item.

Published as a special service for regular customers.
Copyright 1950 by National Shirt Shops Inc.

SEE BACK COVER FOR ADDRESS OF YOUR MOST CONVENIENT NATIONAL SHIRT SHOPS

LONG SLEEVE SPORT SHIRTS IN LATEST COLORS AND FABRICS

A ***Rayon-Teca Window Pane*** Popular teca fabric....*L-16* **$3.95**

B ***Rayon Gab., Plain Color*** Spun rayon weave.....*L-17* **$3.95**

C ***Acetate Rayon, Plain Color*** High count rayon.....*L-18* **$2.95**

D ***Rayon-Teca Plain Colors*** Sturdy teca-rayon.....*L-19* **$2.95**

E ***Nylon & Acetate, Plain Color*** Perfect fabric blend....*L-20* **$4.95**

F ***End-to-End Rayon Weave*** Blended striping *L-21* **$3.95**

DESCRIPTIVE FACTS ABOUT THESE TOP-STYLED SHIRTS

Each shirt is highly styled and tailored to perfection. Made to give long-wearing satisfaction. All are washable with guaranteed fast colors.

Loop button convertible collars are a feature of every shirt. 2-button adjustable cuffs on styled sleeves. Reinforced seams at all points of stress.

Fully-cut for roomy yet trim fit. *Sizes:* S.M.L.ExL. (No ExL. in A-F). Popular colors shown with each shirt; most shirts also available in wide range of other colors.

PATENT OFFICE
JUN 5 1950
DESIGN DIVISION

STAY COOL IN STYLE WITH SMART SHORT SLEEVE SHIRTS

A ***Cotton Broadcloth, Plain Color*** Sanforized, soft cotton. *P-22* **$1.95**

B ***Cotton Panel Print Design*** Smart, colorful, new... *P-23* **$2.95**

C ***Cotton Open Mesh Bree-Zee*** Cool, Sanforized *P-24* **$1.95**

D ***Rayon Gaucho Pullover Check*** Knitted cotton bottom. *P-25* **$2.95**

E ***Luana Rayon, Plain Color*** Popular rayon fabric.. *P-26* **$2.95**

F ***Rayon Palm Print Pattern*** Newest style idea..... *P-27* **$3.95**

COMPLETE INFORMATION ABOUT THESE NEW-STYLED SHIRTS

Take warm weather in your stride and make it a more comfortable season. To keep you cool these fine shirts can't be beat. Fully washable with guaranteed fast colors.

Have new matching, unbreakable plastic buttons or lustrous water pearl buttons. Reinforced seams at all points of stress. Full-cut, roomy, trim-fitting. Loop button convertible collars.

Styled, handy pockets. *Sizes:* plain colors come in S.M.L.ExL., fancy patterns in S.M.L. Popular colors shown with each shirt; most shirts also come in wide range of other colors.

QUALITY WHITE AND FANCY SHIRTS

One Price $2.95 Many Styles

A B Fash-N-Form White Shirts — Quality broadcloth that is combed, mercerized and Sanforized. Water pearl buttons, reinforced seams. Full-cut and long-wearing. Innovation collar needs no starch. Neck *Sizes:* 13½-17. *Sleeves:* 32-35. Extra sizes in style *A*.

A	*Regular Collar*	S-14	$2.95
B	*Kent Collar*	S-15	$2.95

C Spread Collar, French Cuffs — Same fine details as above. *Sizes:* same as B. S-16 $2.95

D E F G Fancy Broadcloth Shirts — Smart patterns including neat stripes, hairlines, white and colored ground space stripes. *Neck Sizes:* 13½-17. *Sleeves:* 32-35.

D	*End-to-End Weave* — spread collar, single cuffs	S-17	$2.95
	regular Innovation collar	S-18	$2.95
E F G	*Fancy patterns*	S-19	$2.95

H Acetate Rayon, Plain Color — Styled rayon shirt. Soft, slotted collar. Washable with fast colors. *Neck Sizes:* 14-17. *Sleeves:* 32-35. *Colors:* blue, tan, green, grey, white. S-20 $2.95

(Tie-style #25, $1.00 *See page 3 for jewelry)*

PATENT OFFICE
JUN 5 1950
DESIGN DIVISION

ROBES & PAJAMAS TO HELP YOU SLEEP OR RELAX IN STYLE

A ***Cotton Plisse Robe*** — Smart blazer striped lounging robe, ideal for home, beach or locker room. A truly outstanding value. Completely washable with guaranteed fast colors. The special Plisse treatment gives seersucker-type finish found in much higher priced robes. Generously tailored in full sweep and has plenty of overlap. Shawl collar. Cuffs on sleeves. 3 handy pockets. Matching non-slip sash. Sturdy construction with attention paid to every detail. *Sizes:* S.M.L. *Colors:* Multi-stripe combinations of maroon-grey-white; navy-white-light blue.

R-14 **$4.95**

SIZES USED IN THIS CATALOG

S—Small	M—Medium
L—Large	ExL—Extra Large

B ***Rayon Crepe Foulard Robe*** —A fine, luxurious lounging robe at a very low price. Has rich-looking neat figure pattern. Handsomely tailored. Non-slip sash and 3 styled pockets. Comes with handy matching carrying bag, ideal for travel. Cuffs on sleeves. *Sizes:* S.M.L. *Colors:* maroon, navy (contrasting neat figures).

R-15 **$6.95**

C ***Plain Color Piped Cotton Pajamas*** —Soft, smooth sturdy cotton broadcloth pajamas in the button coat style. Fully cut with no binding or bunching. Contrasting piping. Notch collar. Washable with guaranteed fast colors. Has button fly. Convenient chest pocket. *Sizes:* A.B.C.D. also B & C Longs and E-extra size. *Colors:* blue, tan, green, grey.

M-14 **$3.50**

D ***Fancy Stripe Cotton Pajamas*** —These multi-colored striped pajamas have the same fine construction details as plain color model. Button coat style with notched collar. *Sizes:* A.B.C.D. *Colors:* contrasting combinations in blue, tan, green, grey.

M-15 **$3.50**

E ***All Kid Leather Slippers*** — Smartly styled opera slippers made on broad last to give roomy comfort. Sturdy shoe-quality construction. All leather lining that's soft and durable. Full rubber heel gives real foot support. Hugs the foot softly. Contrasting piping across ankle. Very good value. *Sizes:* 6-12. *Colors:* brown, wine, blue.

K-11 **$3.95**

STYLE-TONES

$9.95

Rayon Sheen Gabardine

This luxurious leisure coat has all of the style, fine tailoring details and wonderful wearing qualities found in much higher price ranges. The all rayon gabardine has a very soft, full finish that is crease-resistant. Is lightweight yet well-bodied. Has sportcoat designed lapels that make the collar perfect for wearing with or without a tie. Popular 3 button model. Fitted shoulder pads. Note the four inverted, pleated pockets which set-off the entire coat. An ideal jacket for important dress functions as well as casual wear. *Sizes:* S.M.L. *Colors:* tan, grey, green, skipper blue.

J-16 $9.95

FASHION-TONES

$9.95

Rayon Houndstooth Check

Here is a leisure coat with a new style all its own. Has fine houndstooth check with smart overplaid. Inside or outdoors this model will do much for any man's appearance. Full-bodied fabric with wonderful crease-resistant finish. Note the two highly styled box pleats in front which form into two roomy pockets. Lightweight and precision-tailored with every detail designed for a casual yet smart fit. Has fitted shoulder pads which add to your build. Smooth, easy rolling lapels that go well with or without a necktie. *Sizes:* S.M.L. *Colors:* tan, blue.

J-17 $9.95

STYLE-AIRE

$15.95

Lined Rayon Gabardine

A dress-up leisure coat made of fine rayon gabardine. Perfection in styling and workmanship. Features a smartly shirred yoke in front and back. Has the popular saddle stitching on the collar, front and pockets. Knifed pleated model with pleats running in front and back of coat. Belted style back. Whole coat is set-off by 2 well-styled, roomy, bellows pockets. Fitted shoulder pads. The 3 button front is in keeping with the latest fashion. A truly wonderful coat that is excellent value. *Sizes:* S.M.L. *Colors:* skipper blue, tan, grey, green.

J-18 $15.95

RAYGABS $4.95

Popular all rayon gabardine slacks. Feature the new continuous waistband. Full crease-resistant finish. Same craftsmanship and attention to detail as found in higher prices. Free cuff alterations. *Sizes:* 28-42. *Colors:* tan, brown, blue, grey, green.

K-10 $4.95

TROPICTONES $5.95

Desirable lightweight tropical weave in fine all rayon fabric. Styled with continuous waistband and the striking new tunnel belt loop feature. Saddle stitching on sides adds attractive fashion note. Crease-resistant finish. Free cuff alterations. *Sizes:* 28-42. *Colors:* tan, brown, blue, grey, green.

K-11 $5.95

SHEEN-TONES $6.95

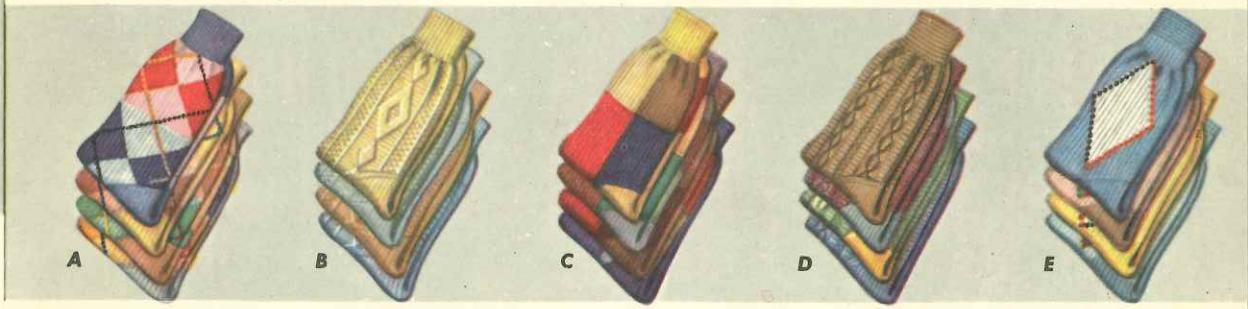
Here is top-quality blended wool and rayon sheen gabardine. (23% wool and 77% fine rayon). This mixture gives soft body and long wear. Full crease-resistant finish, continuous waistband and saddle-stitched sides. Styled "offside" pockets. Free cuff alterations. *Sizes:* 28-42. *Colors:* tan, brown, blue, grey, green.

K-12 $6.95

GLEN-TONES $7.95

The always striking glen plaid design is highlighted in this fine all rayon fabric. Full crease-resistant finish that always snaps back into shape. Zipper closure on these as well as the other models. Continuous waistband. A very fine pair of slacks. Free cuff alterations. *Sizes:* 28-42. *Colors:* tan, blue.

K-13 $7.95



SMART DESIGNS, TOP-VALUE IN SOCKS — 39c & 55c

A ***Cotton Argyles*** —Smooth combed cotton anklets with the genuine argyle pattern. Assorted fast colors. *Sizes:* 10-13.

H-21 55c

B ***Link and Link Cottons*** —Nylon reinforced toe and heel anklets. Fast pastel colors. *Sizes:* 10-13.

H-22 39c

C ***Cotton Window Panes*** —Fine mercerized cotton anklets. Fast assorted colors. *Sizes:* 10-13.

H-23 39c

D ***Float-Stitch Pattern*** — Mercerized cotton and rayon anklets. Assorted fast colors. *Sizes:* 10-12.

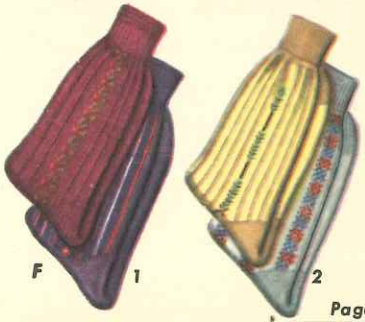
H-24 39c

E ***Cotton Diamonds*** — Argyle diamond pattern anklets. Assorted fast colors. *Sizes:* 10-13.

H-25 55c

F ***Fancy Rayon Wraps*** —Full length and anklets. Clock and stripe designs. Assorted fast colors. *Sizes:* 10-13.

(1) H-26 55c
(2) H-27 39c



COOL AND COMFORTABLE BASQUE SHIRTS IN CLEVER DESIGNS $1.95

These handy shirts have become an essential part of every man's wardrobe because they have a dozen uses. Fine jacquard in handsome wild duck pattern is typical of many other patterns available. Made from fine cotton knitted to wash and wear well. Ribbed neck, bottom and sleeves. Fast colors. *Sizes:* S.M.L. *Colors:* blue, wine, green, brown, tan, in contrast motifs; among various patterns.

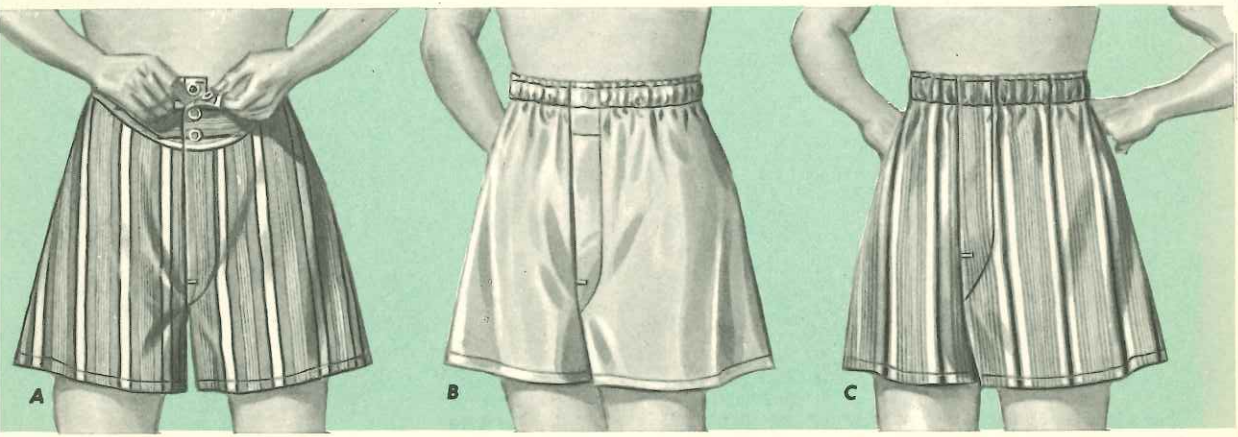
U-10 $1.95

Tailored to fit snugly yet comfortably this soft cotton basque shirt will come in handy around home, at the beach or on the golf course. Extra needles are used to make a sturdy fabric. Washable with fast colors. Ribbed neck, bottom and sleeves. Available in many designs. *Sizes:* S.M.L. *Colors:* many combinations of blue, brown, tan, green, grey; among various patterns.

U-11 $1.95

Another striking jacquard knitted cotton basque shirt. Made to give long-wearing service. Ribbing on neck, sleeves and bottom adds strength and assures a trim look. All National basque shirts are fully washable with guaranteed fast colors. No man should be without several. *Sizes:* S.M.L. *Colors:* numerous shades of green, tan, blue, brown, grey; among various patterns.

U-12 $1.95



LONG WEAR AND COMFORT IN SOFT COTTON SHORTS 69c

A ***Fancy Striped Grippers*** – Full cut, roomy shorts in the popular gripper model. 3 rust resisting, wash-proof snap fasteners. Seat and crotch tailored to assure maximum comfort. No riding-up or binding at the waist. Made from fine Sanforized broadcloth in pleasing stripe designs. *Sizes:* 28 to 44. *Colors:* blue, brown, grey.

E-10 69c

B ***Plain Color Broadcloth***—Soft, strong Sanforized broadcloth in handsome plain colors that are vat dyed. Trim boxer model has genuine elastic waist, gently holds shorts in place. No bunching or binding. Sturdy bartacked fly front. Reinforced seams at points of stress. *Sizes:* 28 to 44. *Colors:* white, blue, tan, green, grey.

E-11 69c

C ***Fancy Striped Boxers***—Fine, smooth Sanforized cotton broadcloth with same fine construction as other models. For those who prefer a striped short in the boxer model. *Sizes & Colors* as *A*.

E-12 69c

Athletic Shirts – (not shown) Combed white cotton. Have roomy body for comfortable fit. Easy-washing. *Sizes:* S.M.L.ExL.

E-13 59c

OFFICE
1950
DIVISION

3 FINE JACKET VALUES

SPORT-LEADER

$4.95

Cossack Style

Ideal for dress or leisure wear this sturdy jacket is made from fine rayon gabardine. Very strong tailoring builds plenty of wear. Water-repellent and wind-resistant. Has smooth-working zipper front. Wide, shirred elastic back at waist for snug, trim fit. Generously tailored. 2 styled wide-welt slash pockets and 2-button adjustable cuffs. Reinforced seams at all points of stress. A very useful, colorful garment that's excellent value. *Sizes:* S.M.L. *Colors:* tan, grey, skipper blue, maroon, rust, green. Extra Large size in tan and grey.

J-19 $4.95

CLAN-LEADER

$7.95

Smart Glen Plaid

The style sensation of the season. Here is really something refreshingly new and different in an all-round jacket. Taking a cue from the popular style in slacks, handsome glen plaid gives this well-tailored jacket a distinctive look. Made from fine all rayon gabardine with a full crease-resistant finish. Genuine elastic is used in wide shirring all around the waist giving snug fit and smart appearance. Large cross-matching patch pockets. Quality zipper front. Fine value. *Sizes:* S.M.L. *Color:* tan.

J-20 $7.95

STYLE-LEADER

$9.95

Lined Gabardine

Excellent tailorwork with care given to every detail is the background of this general purpose jacket. Made from fine rayon sheen gabardine that is crease-resistant. This special fabric has softness and a luxurious feeling. Fitted shoulder pads. Collar and 2 handsome breast pockets feature the stylish picking found on higher priced jackets. Fully rayon lined. Has wide, shirred elastic around bottom. Wind-resistant and long-wearing. Superb jacket at a low price. *Sizes:* S.M.L. *Colors:* tan, grey, green.

J-21 $9.95

NATIONAL "Coast to Coast" SHIRT SHOPS

RETURN TO DESIGN DIV.

PATENT OFFICE JUN 5 1950 DESIGN DIVISION

SECOND CLASS U.S. POSTAGE PAID PERMIT NO. 492

NAME.....

STREET.....

CITY.....ZONE.....

STATE.....

( ) Payment Enclosed ( ) Send C.O.D.

Add all local and state taxes also 20% Federal Tax on jewelry on page 2

Item No.	Quantity	Colors	Size	Price Each

Initials for jewelry

Taxes, if any.....

Total Amount Due.....

Write 2nd Choice of Colors Below

Item No.	2nd Color Choice

Tear Out And Mail To Address Given Above

NATIONAL SHIRT SHOPS #18
617 14th Street, N. W.
WASHINGTON, - - D. C.

RETURN TO DESIGN DIV.

PATENT OFFICE JUN 5 1950 DESIGN DIVISION